

Green Tier Logo Guidelines – DRAFT August, 2005

The law reads: A participant ...of the program may use an environmental Results Program logo selected by the department on written materials produced by the participant.

1. Logo standards

- a. Purpose of the Logo Standards:** To make proper logo use easier in the array of printed materials that represent the Green Tier Program.
 - The logo must not be used in a way that is misleading, likely to adversely affect the interests of the Green Tier Program or bring the program into disrepute.
- b. Terms of Usage:**
 - The logo will only be used in respect to approved products or companies participating in the Green Tier Program and will not be used/associated directly or indirectly in respect to any other product or company.
 - The Green Tier logo can be used (in accordance with the conditions for use) in a Green Tier participant's advertising, point of sales material, direct marketing campaigns and letterheads to capitalize on media and consumer interest in environmental issues, and will be a powerful tool to differentiate a Green Tier organization from non-Green Tier competitors.
 - Under no circumstances shall the name or logo be used in a manner that would imply DNR endorsement of the company or its products and/or services.
 - The DNR oversees proper use of the name and logo. This includes monitoring the use of the mark by program participants, and directly contacting those facilities that are using it improperly or without authorization. Consequences of misusing the mark include the possible revocation of a facility's membership in the Green Tier program.
 - The DNR is the sole owner of the name and logo, and their use must be explicitly approved by the DNR.
 - In no case should the name or logo be used in conjunction with a commercial product or advertisement without the express advance approval, in writing, of the DNR. This includes, but is not limited to, meeting materials (bags, note pads, announcements, etc).
 - Use of the name and logo is granted only while the facility remains in good standing with the performance requirements.
 - Special care should be taken to avoid unnecessary, unlimited distribution of the logo in electronic format because abuses and misuses can easily occur.
 - Use of the logo at a facility: the logo may be used at a facility to designate that it meets the performance requirements and the DNR has accepted the facility as a participant in the Green Tier program. A multi-facility owner

or company may use the logo as an indicator of membership in the program only for those Wisconsin facilities accepted into the Green Tier Program.

- Use of the name and logo for general education: the name and logo may be used for general education purposes.
- The name and logo may be used to tell the public about the Green Tier Program and a facility's participation. This includes any printed materials such as facility-specific letterhead, brochures, newsletters, annual reports, facility websites and other materials in print or electronic media. .
- The DNR must approve any major educational or promotional campaigns featuring the Green Tier name or logo prior to final production or printing.
- Anyone who misuses the mark will be contacted by phone. A reasonable amount of time will be given to correct the error(s) at the DNR's discretion. The amount of time will be dependent on the medium in which the violation appears and the severity of the violation. Follow-up will be conducted to ensure the error(s) have been corrected. Failure to correct error(s) may result in termination from the program or legal action.

- c. **Contact Information:** For further information please contact:
Carla Wright,
Wisconsin Department of Natural Resources,
Bureau of Cooperative Environmental Assistance
PO Box 7921, Madison, WI 53707-7921
Telephone: 608/267-7407

2. Typography

- a. The size of the logo may vary. The Green Tier logo must not appear less than X mm wide. The logo may be resized, but must maintain the same proportions.
- b. The font type of the disclaimer must be visible-at a minimum 2.5 point type size
- c. The logo shall not be altered, cut apart, or separated in any way.
- d. The proportions of all components of the logo, both type and visual, must not be altered in any way.
- e. The Green Tier logo has been created to be as adaptable as possible to suit a variety of layouts and uses without losing the integrity of the design.

3. Logo Colors

- f. Two Color Logos – Primary colors are PMS #'s.
- g. One Color Logos – If full color is not an option, i.e. use in newspapers, Microsoft Word documents, the following colors are to be used: PMS #.
- h. Reversed logos – This option is for use if the document background is a dark color or photograph that will not allow adequate contrast. This option reverses the logo out to white.

4. Logo Compliance Checklist

- Do you have permission to use the logo?
- Is the logo used in its entirety?
- Are the logo colors used correctly?
- Has the logo been reproduced at an appropriate size for good legibility?
- Is the logo displayed in a straightforward manner?
- Has the logo been reconfigured?

Note re: Trademark

The name and logo are not registered trademarks of the DNR at this time. Should either the name “Green Tier” or logo become trademarked, following are some guidelines.

- The registration symbol ® must be used the first time the name and logo appears in material.
- The ® symbol should always be superscript.
- There should be not space between the name and the ® symbol.
- The ® symbol should be repeated with each chapter title or web page.